

Merit Award Responders
September 22, 1995

Merit smokers who responded to 1994 Merit Awards tend to skew significantly toward the 35 to 44 age group and slightly toward female, compared to the Merit smokers on the database.

Attribute	Total Merit Smokers		Total Merit Awards		Index
	Count	%	Count	%	
	975,000	100%	92,900	100%	
Age					
21 to 24	9,750	1%	757	1%	81
25 to 34	195,000	20%	13,916	15%	75
35 to 44	273,000	28%	33,232	36%	128
45 to 54	204,750	21%	23,029	25%	118
55 to 64	117,000	12%	12,205	13%	109
65+	117,000	12%	9,424	10%	85
Unknown	58,500	6%	337	0%	6
Gender					
Female	516,750	53%	55,159	59%	112
Male	429,000	44%	37,265	40%	91
Unknown	29,250	3%	485	1%	17

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